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generating the content of each accessed file into the output material;
determining a selected one of a plurality of delivery options from the customer record;
and
transmitting the output material via the determined delivery option to the customer specified in the customer record.

2. (Amended) The method of claim 1, wherein the customer records in the first database table are generated by a human operator interacting with a customer to determine customer and preferences.

8. (Amended) The method of claim 1, further comprising:
processing a template including queries of records in the second database table;
wherein accessing at least one file using values in one received customer record further comprises:

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(i) accessing at least one value in a field in one customer record to include in a query against the second database table; and

(ii) applying the query against the second database table to determine a record associated with a file including fields matching the query, wherein the accessed file is associated with the determined record, and wherein generating the content into the output material comprises generating the content into the template, which forms the output material.

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12. (Amended) An automated creation and delivery system for generating output material, comprising:

means for generating a customer record in a first database table to include fields specifying at least one product, customer preferences, and a selected output method to deliver generated output material on the product specified in the customer record;

means for receiving at least one customer record in the first database table to process;

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means for accessing at least one content file by querying a second database table using values in one received customer record;

means for generating the content of each accessed file into the output material;

means for determining a selected one of a plurality of delivery options from the customer record; and

means for transmitting the output material via the determined delivery option to the customer specified in the customer record.

13. (Amended) The system of claim 12, further comprising means for allowing a human operator to enter the data for the customer records in the first database table when interacting with a customer to determine customer preferences.

19. (Amended) The system of claim 12, further comprising:

means for processing a template including queries of records in the second database table;

wherein the means for accessing at least one file using values in one received customer record further performs:

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(i) accessing at least one value in a field in one customer record to include in a query against the second database table; and

(ii) applying the query against the second database table to determine a record associated with a file including fields matching the query, wherein the accessed file is associated with the determined record, and wherein the means for generating the content into the output material comprises generating the content into the template, which forms the output material.

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22. (Amended) An article of manufacture for providing an automated creation and delivery system for generating output material, the article of manufacture comprising a computer usable media including at least one computer program embedded therein that is capable of causing at least one computer to perform:

generating a customer record in a first database table to include fields specifying at least one product, customer preferences, and a selected output method to deliver generated output material on the product specified in the customer record;

receiving at least one customer record in the first database table to process;

accessing at least one content file by querying a second database table using values in one received customer record;

generating the content of each accessed file into the output material;

determining a selected one of a plurality of delivery options from the customer record;

and

transmitting the output material via the determined delivery option to the customer specified in the customer record.

23. (Amended) The article of manufacture of claim 22, wherein the customer records in the first database table are generated by a human operator interacting with a customer to determine customer and preferences.

29. (Amended) The article of manufacture of claim 22, further comprising:
processing a template including queries of records in the second database table;
wherein accessing at least one file using values in one received customer record further comprises:

(i) accessing at least one value in a field in one customer record to include in a query against the second database table; and

(ii) applying the query against the second database table to determine a record associated with a file including fields matching the query, wherein the accessed file is associated with the determined record, and wherein generating the content into the output material comprises generating the content into the template, which forms the output material.